

Message Text

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UNCLAS TOKYO 17285

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE-OF-EXHIBITION REPORT: LASERS AND ELECTRO-OPTICAL
EQUIPMENT EXHIBITION/TECHNICAL SEMINAR/WORKSHOP, NOVEMBER 15-19, 1976

1. U.S. PARTICIPANTS SEEKING REPRESENTATION: EIGHT

(A) SALES REPRESENTATIVES APPOINTED: FOUR
(1) EXPECTED NEXT 12 MONTHS: FOUR
(2) LEADS OBTAINED: FIFTY-TWO

(B) LICENSE AGREEMENTS SIGNED NONE
(1) EXPECTED NEXT 12 MONTHS: ONE
(2) LEADS OBTAINED: TWO

(C) JOINT VENTURE AGREEMENTS SIGNED: NONE
(1) EXPECTED NEXT 12 MONTHS: TWO
(2) LEADS OBTAINED: THREE

2. SALES: \$9,221,400
(A) ACTUAL DURING EVENT: \$195,600
(1) NEW-TO-MARKET \$195,600
(2) OLD-TO-MARKET: 0

2. (B) EXPECTED NEXT 12 MONTHS: \$9,025,800
(1) NEW-TO-MARKET: \$8,525,800
(2) OLD-TO-MARKET: 500,000

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(C) LEADS OBTAINED: 10,671

(1) NEW-TO-MARKET: 9,171
(2) OLD-TO-MARKET: 1,500

3. REGISTERED VISITORS: 2,365 (2,774 HAND-COUNT)

4. TOTAL PARTICIPANTS: THIRTY-FOUR REPRESENTING SEVENTY U.S. COMPANIES

(A) NEW-TO-MARKET: THIRTY-THREE
(B) OLD-TO-MARKET: ONE
(C) FULLY ACHIEVED PRIMARY PARTICIPATION OBJECTIVE: THIRTY-THREE
(D) PARTIALLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: ONE
(E) FAILING TO ACHIEVE PRIMARY PARTICIPATION OBJECTIVE: NONE
(F) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: TWENTY-SIX

5. NARRATIVE:

(A) OPEING CEREMONIES AND RECEPTION: THE SHOW WAS OPENED MONDAY EVENING, NOVEMBER 15, BY DR. SHOGO KURACHI, ADMINISTRATIVE VICE MINISTER OF SCIENCE AND TECHNOLOGY AGENCY, GOJ, AND MR. JACK B. BUTTON, MINISTER-COUNSELOR FOR ECONOMIC AND COMMERICAL AFFAIRS, AMERICAN EMBASSY. MR. BURTON BERNARD, TECHNICAL SEMINAR CHAIRMAN, ALSO IN ATTENDANCE. RECEPTION ATTRACTED APPROXIMATELY 200 KEY PROSPECTS AND ASSOCIATION/MEDIA REPRESENTATIVES.

5. (B) VISITORS: EXHIBITORS UNANIMOUSLY SATISFIED WITH QUALITY OF VISITORS AS WELL AS QUANTITY. MORE THAN 29 PERCENT (689) CAME FROM OUTSIDE TOKYO AREA.

(C) SALES RESULTS: FROM RECORDS AVAILABLE TTC, TOTAL SALES AND SALES PROJECTION OF \$9,221,400 APPEARS THE HIGHEST EVER OBTAINED IN THIS SHOW THEME AT ANY TRADE CENTER. TTC AGAIN ACHIEVED EXTREMELY HIGH ACCOMPLISHMENT IN EXHIBITOR PARTICIPATION OBJECTIVE CATEGORY WITH ALL BUT ONE(KEUFEL AND ESSER AS PARTIAL) INDICATING THIS WAS FULLY ACCOMPLISHED.

(D) TECHNICAL SEMINAR/WORKSHOP AT ISHIGAKI MEMORIAL HALL NEAR TTC WELL ATTENDED. 118, 120, 126, AND 84 JAPANESE SCIENTISTS AND ENGINEERS ATTENDED 1ST, 2ND, 3RD DAYS TECHNICAL SEMIAR AND LASER UNCLASSIFIED

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SAFETY WORKSHOP RESPECTIVELY. BOTH SPEAKERS AND ATTENDEES APPEARED FULLY SATISFIED WITH ARRANGEMENTS AND CONTENT ALTHOUGH LATER RECEIPT OF SEMINAR PAPERS AND LAST MINUTE SPEAKER CHANGES PLACED ADDED BURDEN ON TTC STAFF AND TRANSLATORS. TTC NOW ASSESSING VALUE OF SEMINAR/WORKSHOP IN ATTRACTING KEY POTENTIAL CUSTOMERS TO TC EXHIBITION AND WILL ADVISE OIM SOONEST.
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